

## Model of Excellence Profile – 1DegreeBio

Company Name:	1DegreeBio Inc.	ICG#	30441
Address:	100 College Street, Unit 530, Toronto, Ontario M5G 1L5 CANADA		
Product Name:	<b>1DegeeBio</b>		
URL:	<a href="http://www.1degeebio.com">www.1degeebio.com</a>	President Name:	Alex Hodgson, Founder & CEO

### Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Locate – Marketplace	<i>Business Model:</i> Advertising & Sponsorships – Paid Participation	
	<i>Content Models:</i> Original Compilation – Advertiser Supplied	<i>Distribution Model:</i> Direct Sales -- Captive	
Company Overview	1DegreeBio is a community review site used by researchers in biomedical research. In addition to a robust product discovery capability, the site provides user reviews and published third-party research to help buyers select specific products, which can be purchased directly from the website.		
Product/Service Description	<p>Legacy buying guides have been a challenged business model for some time now as search engines have become increasingly capable in the area of product discovery. However, a new breed of data providers have emerged to create next generation purchasing tools. 1DegreeBio is a great example of this.</p> <p>Focused on providing products and services to the global biomedical research community, 1DegreeBio recognizes that it has to offer more functionality than a search engine, and more traffic than the typical manufacturer site. To address this, it provides deep detail on individual products, speeding product discovery. Beyond that, it helps researchers qualify their buying decisions by providing not only user ratings and reviews, but links to relevant third-party professional journals that reference use of specific products.</p> <p>Most significantly, 1DegreeBio doesn't just supply product and contact information – it will take the order as well, with deep links to supplier e-commerce sites, a convenient online ordering tool. Recently, the company has even begun to stock selected items for more rapid delivery to customers.</p> <p>With deep product detail, structured data presentation to facilitate product comparison, granular searching, direct ordering and a strong social layer to provide valuable peer input, 1DegreeBio meets a real market need – confirmed by its base of over 150,000 users – making it an attractive place to advertiser and generate business. 1DegreeBio is also an example of the blurring lines between information and commerce and the new revenues than can result.</p>		
Year Founded:	2009	BizDev Contact:	Alex Hodgson
Employees:	10 (est)	Main Telephone:	617-475-9203
Profile Date:	6/12/2014	Primary Market Served:	54– Professional, Technical & Scientific Services
Ownership:	Private	Funding Source:	Venture Capital Backed
MofE Class:	2014		